

Message Text

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PAGE 01 LONDON 06798 051957Z

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ACTION COME-00

INFO OCT-01 EUR-12 NEA-09 ISO-00 EB-07 /029 W

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R 051940Z MAY 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 0864

INFO AMEMBASSY MANAMA

UNCLAS LONDON 06798

PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, BA

SUBJECT: BAHRAIN SOCIETY OF ENGINEERS EXHIBITION,
OCTOBER, 1975

1. LONDON-BASED PUBLIC RELATIONS FIRM MICHAEL RICE & CO. LTD. HAS APPROACHED EMBASSY WITH OBJECT OF OBTAINING U.S. PARTICIPATION IN SUBJECT EXHIBITION OCTOBER 1 - 24. FIRM INFORMS THAT IT, AS PUBLICITY AGENT FOR BAHRAIN SOCIETY OF ENGINEERS, HAS CIRCULARIZED ANNOUNCEMENT OF EXHIBITION AND SEMINAR TO VARIOUS /U.S. ENGINEERING ASSOCIATIONS, WITH "VERY LIMITED RESPONSE" TO DATE. BRITISH ENGINEERING COMPANIES REPORTEDLY ARE CLAMORING FOR ADDITIONAL STAND SPACE, BUT MICHAEL RICE & CO. EVIDENTLY IS CHARGED WITH RESPONSIBILITY FOR SECURING AS WIDE A REPRESENTATION OF PARTICIPANTS IN ENGINEERING FIELD AS POSSIBLE.

2. EMBASSY MANAMA MAY WISH TO COMMENT ON PERTINENCE OF EXHIBIT TO /U.S. COMMERCIAL INTERESTS AND ITS SUITABILITY FOR U.S. EXHIBITORS. SOURCES IN BRITISH ENGINEERING SECTOR TELL US THAT IT WILL BE A "MUST" FOR FIRMS ACTIVELY SEEKING ENGINEERING CONTRACTS IN GULF STATES AND THAT MAJOR /U.K. ENGINEERING COMPANIES WILL BE REPRESENTED. IF APPROPRIATE, WE SUGGEST NOTICE OF FORTH COMING EVENT BE WIDELY DISSEMINATED IN /U.S. DETAILS ARE AVAILABLE FROM PUBLICITY REPRESENTATIVE AT 132-135
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SLOANE STREET, LONDON SW1X 9AR (TEL: 01-730 4555, TELEX:

917343 ORYZA) OR THE ORGANIZERS, P.O. BOX 551, MANAMA,
BAHRAIN (TEL: 51006, TELEX GJ8263 ANSWER BACK ORYZA,
CABLE: ORYZA BAHRAIN.).
RICHARDSON

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Margaret P. Grafeld
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